**LECTURE PLAN**

**SEMESTER – I**

**Academic Session 2014-2015**

**Faculty:** Prof. Shraddha Wilfred  
**Subject:** C11 - PRINCIPLES OF MANAGEMENT

<table>
<thead>
<tr>
<th>Session No.</th>
<th>Name of the Topic</th>
<th>Teaching Methodology</th>
</tr>
</thead>
</table>
| 1-3         | Unit 1: Introduction  
- Nature, Function, Definition  
- Importance, Purpose & Scope of Management  
- Functions of Management  
- Management – Arts or Science? | Theory  
Lecture  
Discussion  
Overview of PODSCORB Debate |
| 4-10        | Unit 3: Management Planning and Decision Making  
Management Planning - Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry, MBO.  
Decision Making - Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making.  
**Additional Inputs : Directing** | Theory  
Lecture  
Discussion  
**Additional Inputs : Staffing**  
Management Game on Planning |
| 14          | Revision of Section Units 1-3 | Class test Assignments |
| 15-24       | Unit 4: Organization and Controlling  
Authority, Responsibilities and Accountability, Delegation of Authority Barriers to effective delegation, Span of control.  
**Additional Inputs : Staffing** | Theory Lecture –  
Handout –  
Discussion –  
**Additional Inputs : Staffing**  
Management Game |
| 25-28       | Unit 5: Coordination and Direction Concept  
Coordination - Importance and need for coordination, Principles of coordination, Methods of achieving effective coordination;  
Direction Concept - Meaning of direction, Importance and Principles of direction, Characteristics of good directives. | Theory  
Lecture  
Discussion  
Management Game |
### 29-30 Unit 6: Control
Control - Concept, planning-control relationship, process of control-setting objectives, establishing standards, measuring performance, correcting deviations. Brief review of traditional Techniques & Modern Techniques of Control; Human response to control; Dimensions or Types of Control - (a) Feed forward control (b) Concurrent Control (c) Real Time Information & Control, (d) Feedback Control Techniques of Control.

**Additional Inputs : Reporting and Budgeting**

### 5-8 Unit 2: Development of Management Thought
Development of Management Thought - Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach, Indian heritage in production and consumption. Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development

**Theory Lecture – Handout – Discussion – Presentation**

### 31 Revision of Units 4-6
Class test Assignments

### 31 Discussion of Previous Question Papers

**Note:** 3 to 4 home assignments, for students after covering 1/3, 2/3 and complete syllabus Also discussion on important previous years university questions

**Suggested Readings**
2. Management Stoner, Freeman, Gilbert Jr. ,6th ,Prentice Hall
3. Management (A Global Perspective), Heinz Weihrich &Harnold Koontz, 10th Tata McGraw Hill
5. Fundamentals of Management, Robins ,3rd Pearson Education Asia
## LECTURE PLAN
### SEMESTER – I
#### Academic Session 2014-2015

**Faculty:** A/Prof Parvez Khan  
**Subject:** C12 - Managerial Economics

<table>
<thead>
<tr>
<th>Session No.</th>
<th>Name of the Topic</th>
<th>Teaching Methodology</th>
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</thead>
</table>
| 1, 2 & 3    | **Unit I: Introduction to Managerial Economics:**  
  - Definition  
  - Nature and Scope of Managerial Economics  
  - Application of Economics to Business Decision  
  - Relationship of Economics with various areas of Management  
  - Role of managerial economist.  
  | Theory Lecture  
  - Handout –  
  - Discussion –  
  - Presentation |
| 4, 5, 6 & 7 | **Unit II: Demand and Supply Functions:**  
  Theory of Demand:  
  - Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand.  
  - Demand Estimation – Marketing research approaches to demand estimation.  
  Need for forecasting, forecasting techniques  
  Supply Analysis – Supply function, the Law of Supply, Elasticity of Supply.  
  Practical Problems on Demand Curve and Demand Function  
  | Theory Lecture  
  - Handout –  
  - Discussion –  
  - Presentation - Assignment |
| 8           | **In Class Test on Unit 1 & 2**  
  | |
| 9, 10, 11 & 12 | **Unit III: Production & Cost Analysis**  
  - Production & Production Function: Concept, Forms of production function,  
  - Law of variable Proportions,  
  - Returns to scale.  
  - Cost concept, Short term and long term cost. Average cost curves, cost output relationship, Cost curves,  
  - Economies & Diseconomies of scale.  
  - Practical Problems on estimation of production function – Cobb-Douglas production function.  
  | Theory Lecture  
  - Handout –  
  - Discussion –  
  - Presentation |
| 13, 14, 15, 16 & 17 | **Unit IV: Market Structure and Pricing Practices:**  
  - Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly,  
  - Monopolistic competition and Oligopoly both the long run and short run.  
  - Pricing philosophy – Pricing methods in practice:  
  - Price discrimination,  
  | Theory Lecture  
  - Handout –  
  - Discussion –  
  - Presentation |
### Practical Problems on pricing.

### 18

**In Class Test on Unit III & IV**

<table>
<thead>
<tr>
<th>19, 20, 21 &amp; 22</th>
<th>Unit V: National Income:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Basic concept-measurement of national income concept of GDP &amp; GNP –</td>
</tr>
<tr>
<td></td>
<td>Methods of measuring national income-net output method, income determination theorem, concept of equilibrium income, factors determining level of income factor income method, expenditure method; Practical Problems on computation of national income. Concept of multiplier accelerator.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>23, 24, 25, 26 &amp; 27</th>
<th>Unit VI: Business Cycles &amp; Stabilization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Concept, Causes &amp; Impact of business cycle,</td>
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<td>- Inflation &amp; deflation- types, causes, effects remedial measures;</td>
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<tr>
<td></td>
<td>- Monetary and Fiscal policy- meaning, scope and instruments;</td>
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<tr>
<td></td>
<td>- Factors determining economic environment of business.</td>
</tr>
</tbody>
</table>

**Theory Lecture – Handout – Discussion – Presentation - Assignment**

### 28

**In Class Test on Unit V & VI**

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**Note:** 3 to 4 home assignments, for students after covering 1/3, 2/3 and complete syllabus. Also discussion on important previous year’s university questions

**Numerical shall be based on Unit II, Unit III, Unit IV and Unit V only.**

**Suggested Readings:**

- Managerial Economics, P. L. Mehta, Sultan Chand & Sons, New Delhi
- Managerial economics in a Global economy, Dominick Salvatore, Thomson learning Press
- Managerial Economics, Suma Damodran, 2006, Oxford University Press, New Delhi
- Managerial Economics, Suma damodaran, Oxford University Press
- Mathematical Methods and Economic Theoory, Anjan Mukerji, Oxford University Pres
### LECTURE PLAN

**SEMESTER – I**

**Academic Session 2014 – 2015**

**Faculty:** Dr Rajesh Iyer

**Subject:** C13 - Financial Accounting

<table>
<thead>
<tr>
<th>Session No.</th>
<th>Name of the Topic</th>
<th>Teaching Methodology</th>
</tr>
</thead>
</table>
| 1 & 2       | **Unit 1**
             | Introduction to Accounting: Introduction of financial accounting, Importance, Objectives and Principles of Accounting, Concepts and conventions, and The Generally Accepted Accounting Principles (various sub topics) | Theory Lecture – Handout – Discussion – |
| 3 & 4       | **Unit 1**
| 5 & 6       | **Unit 2**
             | Concept and nature of Goodwill, factors responsible for goodwill Methods of determining Goodwill – Based on Simple Profit (Purchase of number of years, Capitalisation of Simple profit) | Theory Lecture – Handout – Discussion – Numericals |
| 7 & 8       | **Unit 2**
             | Methods of determining Goodwill- Based on Super profit (Number of years purchase, sliding scale valuation method, capitalisation method and annuity method) Valuation of shares- Earning Capacity Method (Overall rate of Return Method), Fair Value Method | Theory Lecture – Handout – Numericals |
| 9 & 10      | **Unit 3**
<pre><code>         | Accounting of Non – profit making institutions: Introduction of non – profit making institutions, features of receipt and payment account, income and expenditure account and difference between the two | Theory Lecture – Handout – Discussion – |
</code></pre>
<table>
<thead>
<tr>
<th>Week</th>
<th>Unit</th>
<th>Description</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 &amp; 12</td>
<td>Unit 3</td>
<td>Preparation of final accounts of non-profit making institutions.</td>
<td>Lecture – Handout – Numericals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Class Test (Unit 1,2,3)</td>
<td></td>
</tr>
<tr>
<td>13 &amp; 14</td>
<td>Unit 4</td>
<td>Final Account of Joint Stock Companies - Final Accounts of Joint Stock Companies – Contents</td>
<td>Theory Lecture – Numerical</td>
</tr>
<tr>
<td>15 &amp; 16</td>
<td>Continuation of Unit 4</td>
<td>Preparation of Trading and Manufacturing, Profit and Loss Account</td>
<td>Theory Lecture – Numericals</td>
</tr>
<tr>
<td>17 &amp; 18</td>
<td>Continuation of Unit 4</td>
<td>Profit and Loss Appropriation Account and Balance sheet with adjustment</td>
<td>Theory Lecture – Numericals Assignment</td>
</tr>
<tr>
<td>21 &amp; 22</td>
<td>Continuation of Unit 5</td>
<td>Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement</td>
<td>Theory Lecture – Numericals</td>
</tr>
<tr>
<td>23 &amp; 24</td>
<td>Unit 6</td>
<td>Issue of Shares and Debentures: Entries for Issue of shares, forfeiture and re-issue of forfeited shares. Issue of shares at Discount and premium.</td>
<td>Theory Lecture – Numericals</td>
</tr>
<tr>
<td>25 &amp; 26</td>
<td>Continuation of Unit 6</td>
<td>Meaning, issue of debentures for cash and other than cash, treatment of discounts and losses on issue, meaning of redemption, redemption out of capital and profits</td>
<td>Theory Lecture – Numericals</td>
</tr>
<tr>
<td>27 &amp; 28</td>
<td>Revision and discussion on previous years questions</td>
<td></td>
<td>Theory Lecture – Numericals</td>
</tr>
</tbody>
</table>

**Note:** 3 to 4 home assignments, for students after covering 1/3, 2/3 and complete syllabus. Also discussion on important university questions
NOTE: SESSIONS WILL BE INTERACTIVE TO HAVE MAXIMUM PARTICIPATION/INVolVEMENT OF STUDENTS. ABOVE SCHEDULE IS INDICATIVE OF PATTERN OF COURSE COVERAGE. CLASS TESTS, ASSIGNMENTS ETC WILL BE UNDERTAKEN CONCURRENTLY.

Suggested Readings:

## Lecture Plan

**Semester – I**  
**Academic Session 2014 – 2015**

**Faculty:** A/Prof. Shweta Ramteke  
**Subject:** C14- Environment Management

<table>
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<tr>
<th>Session No.</th>
<th>Name of the Topic</th>
<th>Teaching Methodology</th>
</tr>
</thead>
</table>
| 1-4 | **Unit 1:** Introduction to Environment Management  
- Definition, Scope & importance  
- Sustainable development  
- Natural resources | Theory Lecture  
- Handout  
- Discussion  
- Presentation |
| 5-8 | **Unit 2:** Ecosystem & Biodiversity  
- Concept of an Ecosystem  
- Industrial Ecology and Recycling Industry  
- Biodiversity | Theory Lecture  
- Handout  
- Discussion  
- Presentation |
| 9-13 | **Unit 3:** Human population & environment  
- Global population growth  
- Population Issues and solutions  
- Human rights | Theory Lecture  
- Handout  
- Discussion  
- Presentation |
| 14 | **Revision of Section Units 1-3** | Class test Assignments |
| 15-24 | **Unit 4:** Environment Pollution: Soil, Air, Water, Marine, Noise, Thermal & Nuclear Pollution-  
- Introduction to each Pollution type  
- Impact on health, environment and industry,  
- Measures of control | Theory Lecture  
- Handout  
- Discussion  
- Presentation |
| 25-28 | **Unit 5:** Social issues and environment  
- Environmental ethics  
- Construction of dams:  
- Environmental Economics | Theory Lecture  
- Handout  
- Discussion  
- Presentation |
| 29-30 | **Unit 6:** Environment legislation & Institutions  
- Environmental (protection) Act  
- Environment Impact Assessment  
- Environmental Auditing | Theory Lecture  
- Handout  
- Discussion  
- Presentation |
| 31 | **Revision of Units 4-6** | Class test Assignments |
| 31 | **Discussion of Previous Question Papers** |
Note: 3 to 4 home assignments, for students after covering 1/3, 2/3 and complete syllabus. Also discussion on important previous years university questions.

**Suggested Readings**

- A text book of environmental by K M Agrawal, P K Sikdar, S C Deb”, published by Macmillan
- Environment management by N K Uberoi”, published by Excel Books
- Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
- Handouts
<table>
<thead>
<tr>
<th>Session No.</th>
<th>Name of the Topic</th>
<th>Teaching Methodology</th>
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</thead>
<tbody>
<tr>
<td>1 &amp; 2</td>
<td><strong>Unit I: Measures of Central Tendency and Dispersion</strong>&lt;br&gt;• Arithmetic Mean, Median, Mode,&lt;br&gt;• Comparison of Mean, Median and Mode</td>
<td>Theory Lecture , Discussion, Numerical &amp; Assignment</td>
</tr>
<tr>
<td>3 &amp; 4</td>
<td><strong>Unit I (contd.)</strong>&lt;br&gt;• Range, Quartile Deviation, Mean Deviation,&lt;br&gt;• Standard Deviation, Relative Dispersion: Coefficient of Variance.</td>
<td>Theory Lecture , Discussion, Numerical</td>
</tr>
<tr>
<td>5, 6 &amp; 7</td>
<td><strong>Unit II: Regression Analysis</strong>&lt;br&gt;• Regression: Method of Least Squares,&lt;br&gt;• Regression Coefficient, Standard Errors of Estimate&lt;br&gt;• Uses and properties of regression coefficient.</td>
<td>Theory Lecture , Discussion, Numerical &amp; Presentation</td>
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<tr>
<td>8</td>
<td><strong>In Class Test on Unit I &amp; II</strong></td>
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<tr>
<td>9 &amp; 10</td>
<td><strong>Unit III: Correlation Analysis</strong>&lt;br&gt;• Karl Pearson’s method,&lt;br&gt;• Coefficient of Determination,&lt;br&gt;• Rank Correlation,</td>
<td>Theory Lecture - Numerical Problems</td>
</tr>
<tr>
<td>11 &amp; 12</td>
<td><strong>Unit III (contd.)</strong>&lt;br&gt;• Uses &amp; properties of correlation coefficient&lt;br&gt;• Lag and lead in correlation,&lt;br&gt;• Correlation in grouped data&lt;br&gt;• Concept of Covariance, multiple and partial</td>
<td>Theory Lecture - Discussion Numerical</td>
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<tr>
<td>Week</td>
<td>Unit</td>
<td>Topics</td>
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| 13 & 14 | Unit IV: Time Series Analysis and Forecasting | - Components of Time Series,  
- Trend - Moving averages, semi-averages & least-squares |
| 15 & 16 | Unit IV (contd.) | - Seasonal variation, cyclic variation and irregular variation,  
- Index numbers, calculation of seasonal indices, Additive and multiplicative models, Forecasting, Non linear trend – second degree parabolic trends |
| 17 | In Class Test on Unit III & IV | |
| 18, 19 & 20 | Unit V: Probability and Statistical Decision Theory | - Key concepts-Experiment, events, definition,  
- Subjective probability, set theory approach, Venn diagram, rule of addition,  
- Compound probability, Bayes’s theorem, Bernoulli trials |
| 21 & 22 | Unit V (contd.) | - Elements in decision making – acts, states of nature,  
- Decision making under certainty and uncertainty,  
- Decision Choice criteria – MAXIMIN, MAXIMAX, MINIMAX regret, EMV and EOL |
| 23, 24 & 25 | Unit VI: Linear Programming and Problem formulation | - Meaning of LPP and optimization,  
- constraints and feasible region, |
| 26 & 27 | Unit VI (contd.) | - Formulation of LPP for 2 and more variables,  
- Determination of optimum solution by graphical method only. |
| 28 | In Class Test on Unit V & VI | |
Note: 3 to 4 home assignments, for students after covering 1/3, 2/3 and complete syllabus. Also discussion on important previous year’s University questions

Suggested Readings:

1. Business Statistics, G. C. Beri (Tmh)
2. Quantitative Techniques in Management, N. D. Vohra (Tmh)
3. Quantitative Methods for Business, Anderson (Thomson Learning Books)
4. Statistical Methods, S.P. Gupta (S Chand)
5. Levin Richard & Rubin David – Statistics for Management (Prentice Hall of India)
6. Quantitative Methods – S Saha, S Mukherji (Central)
7. Fundamentals of Business Statistics, Sharma, Pearson Education Asia
8. Handouts
# LECTURE PLAN

**SEMESTER – I**

**Academic Session 2014 – 2015**

Faculty:  Prof. N. R. Ramkrishnan

Subject:  C16- Business Legislation

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<th>Teaching Methodology</th>
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<tbody>
<tr>
<td>1-4</td>
<td>Unit 1: Law of Contract - 1872</td>
<td>Theory Lecture – Handout – Discussion – Presentation</td>
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<tr>
<td></td>
<td>• Nature &amp; essential elements of contract</td>
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<td>• Offer &amp; Acceptance</td>
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<td>• Free Consent</td>
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<td>• Agreements</td>
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<td>• Breach of Contract</td>
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<td>• Indemnity &amp; Guarantee</td>
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<td>5-10</td>
<td>Unit 2: The Companies Act - 1956</td>
<td>Theory Lecture – Handout – Discussion – Presentation</td>
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<tr>
<td></td>
<td>• Characteristics &amp; Kinds of Companies</td>
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<td>• Provisions relating to incorporation</td>
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<td>• MOA</td>
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<td></td>
<td>• Doctrine of Ultra-vires</td>
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<td>• AOA, Doctrine of indoor management</td>
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<td>• Prospectus &amp; company meetings</td>
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<td>• Promoters, transfer &amp; transmission</td>
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<td>• Appointment of Directors</td>
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<td>• Winding up of Company</td>
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<td>11-14</td>
<td>Unit 3 : Negotiable Instruments Act - 1881</td>
<td>Theory Lecture-Handout-Discussion – Presentation - Assignment</td>
</tr>
<tr>
<td></td>
<td>• Types of negotiable instruments</td>
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<td></td>
<td>• Definitions &amp; characteristics</td>
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<td>• Types of endorsements</td>
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<td>• Holder &amp; dishonor of cheques</td>
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<td>15-17</td>
<td>Unit 4: Indian Partnership Act - 1932</td>
<td>Theory Lecture – Handout – Discussion – Presentation</td>
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<tr>
<td></td>
<td>• Definition, Type &amp; Formation</td>
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<td>• Registration &amp; kinds of partner</td>
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<td>• Rights &amp; liabilities &amp; minors status</td>
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<td>• Dissolution of partnership firm</td>
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<td>• LLP</td>
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</table>
18-19  | **Unit 5: Information Technology Act - 2000**  
| - Scope & objectives  
| - Digital Signature  
| - Penalty & adjudication  
| - Presentations by students  
| **Theory Lecture**  
| - Handout – Discussion – Presentation  

20-21  | **Unit 6: Consumer Protection Act - 1986**  
| - Definition of Consumer  
| - Consumer disputes  
| - Unfair trade practices  
| - Consumer dispute redressal agencies  
| - Presentations by students  
| **Theory Lecture**  
| - Handout – Discussion – Presentation  

**Note:** 3 to 4 home assignments, for students after covering 1/3, 2/3 and complete syllabus. Also discussion on important previous year’s University questions

**Suggested Readings:**

1. Akhileshwar Pathak: Legal Aspects of Business, TMH, 3/e, 2009  
6. Business Law, Seth, Pearson Education Asia  
**Faculty:** Asst. Prof Sweta Mor  
**Subject:** E17 - Communication Skills - I

<table>
<thead>
<tr>
<th>Session No.</th>
<th>Name of the Topic</th>
<th>Teaching Methodology</th>
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</table>
| 1 & 2       | *Unit I: Communication Fundamentals*  
- Meaning and importance of communication in business  
- Types of communication: formal and informal and their characteristics  
- Essentials of effective business communication  
- Channels of communication & their effectiveness  
- Limitations  
- Barriers of communication  
- Approaches to effective Communication  | Discussion – Presentation Assignment |
| 3           | Home-work Activity – Contributing to Hitavada Youth Zone | Helping in Correcting the Article/Poem/Contribution to Youth Zone, Proof-Reading |
| 4 & 5       | *Unit II: Communication Process*  
- Interpersonal perception  
- Selective attention  
- Feedback  
- Variables  
- Listening  
- Barriers to listening Persuasion  | Discussion – Presentation Assignment |
| 6           | Preparing Key-Note Outline of Unit 1 & Unit 2 in Scrap-Book in the form of chart | Giving stress on Creative Learning |
| 7, 8 & 9    | *Unit III: Group Discussion and Speech*  
- Non-verbal: Open and Closed features  
- Appearance  
- Gestures  
- Postures  
- Eye contact  
- Meta-messages  
- Emotive Intelligence  | Discussion – Presentation Assignment |
<p>| 10          | <em>Unit V: Extempore</em> | Evaluating Performance on certain predetermined |</p>
<table>
<thead>
<tr>
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<th>Parameters</th>
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</table>
| 11 & 12 | **Unit IV: Forms of Communication**  
• Written Communication  
• Principles of Effective Written Communication  
• Effective notes taking  
• Strategies to improve reading skills  
• Speech Writing  
• Creative Writing | **Discussion – Presentation-Assignment** |
| 13 | **Unit VI: Essay Writing Competition** | **Evaluating Written Essays on Predetermined Parameters** |
| 14 | **Continuation of Unit IV**  
• Oral Communication  
• Speaking skills  
• Public Speaking  
• Effective Listening  
• Strategies for Communicating in Teams | **Discussion – Presentation-Assignment** |
<p>| 15 | <strong>Preparing Key-Note Outline of Unit 3 &amp; Unit 4 in Scrap-Book in the form of chart</strong> | <strong>Giving stress on Creative Learning</strong> |
| 16 | <strong>Unit V: Group Presentation: I</strong> | <strong>Evaluating Performance on certain predetermined Parameters &amp; Giving Feedback</strong> |
| 17 | <strong>Unit V: Group Presentations: II</strong> | <strong>Evaluating Performance on certain predetermined Parameters &amp; Giving Feedback</strong> |
| 18 | <strong>Unit V: Mock Press Conference: I</strong> | <strong>Evaluating Performance on certain predetermined Parameters &amp; Giving Feedback</strong> |
| 19 | <strong>Unit V: Mock Press Conference:II</strong> | <strong>Evaluating Performance on certain predetermined Parameters &amp; Giving Feedback</strong> |
| 20 | <strong>Unit V: Debate</strong> | <strong>Evaluating Performance on certain predetermined Parameters &amp; Giving Feedback</strong> |
| 21 | <strong>Unit VI :Preparing Press Note</strong> | <strong>Proof-reading the Press-note</strong> |
| 22 | <strong>Unit VI : Poster Making Competition for Advertisement</strong> | <strong>Giving Stress on Creativity</strong> |</p>
<table>
<thead>
<tr>
<th>23</th>
<th>Letter Writing</th>
<th>Taking Sample Letter Writing Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>How to Present Yourself: Dressing Sense</td>
<td>Helping Students Groom themselves through Presentation &amp; Demonstration</td>
</tr>
</tbody>
</table>

Suggested Readings:

- McGrath – Basic Managerial Skills for all Prentice Hall of India – 6th Edition
- Raman & Singh – Business Communications- Oxford University Press
- Diwan & Aggarwal Business Communication Excel
<table>
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<tr>
<th>Session No.</th>
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</thead>
<tbody>
<tr>
<td>1 &amp; 2</td>
<td><strong>Introduction - Students to Computer (ISC)</strong>&lt;br&gt;• Includes : Shortcut Keys, Internet Usage and creating appropriate mail ID, search engine, searching content on internet&lt;br&gt;• what is data what is information&lt;br&gt;• Components, buses, microchips, microprocessors, memory</td>
<td>Discussion , Practical Application, Handout Presentation &amp; Assignment</td>
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<td>3, 4 &amp; 5</td>
<td><strong>Unit 1 Introduction to Computers</strong>&lt;br&gt;• Types of Computer systems, Basic Computer operations&lt;br&gt;• Networks: Internet, Intranet and Extranet Applications&lt;br&gt;• Functional units of Computers,&lt;br&gt;• Practical data processing application in business, and Computer applications in various areas of business.</td>
<td>Discussion , Practical Application, Handout Presentation &amp; Assignment</td>
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<td>6, 7, 8, 9, 10, 11 &amp; 12</td>
<td><strong>Unit 2 The Software</strong>&lt;br&gt;• Software types, Systems Software, Classification of Operating System, Application Software&lt;br&gt;• Introduction to Programming Language, Types of Programming Languages.&lt;br&gt;• <strong>Introduction to Microsoft Office, working with MS Word, MS Excel, MS Power point,</strong>&lt;br&gt;• Data Base, Data Base Management System</td>
<td>Discussion , Practical Application, Handout Presentation &amp; Assignment</td>
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<tr>
<td>13</td>
<td><strong>Revision/Test</strong></td>
<td></td>
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<td>14, 15 &amp; 16</td>
<td><strong>Unit 3: Internet, Security and E-Commerce</strong>&lt;br&gt;• Introduction, History and Core features of the Internet, Internet Applications, Internet and World Wide Web,&lt;br&gt;• Extranet and E-mail, Mobile Computing,&lt;br&gt;• Electronic Commerce, Types of E-Commerce and their utilities</td>
<td>Theory Lecture – Handout – Discussion – Presentation Assignment</td>
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<tr>
<td>17, 18, 19</td>
<td><strong>Unit 4: Management Information Systems</strong>&lt;br&gt;• Initiate by explaining what is and how to do data</td>
<td>Theory Lecture – Handout – Discussion –</td>
</tr>
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</table>
| 20 & 21 | **Unit 5: Managing Knowledge**  
- Introduction to Knowledge Management, Organizational Learning and Memory, knowledge management activities,  
- Approaches to Knowledge management, Information Technology in Knowledge Management, knowledge Management Systems implementation,  
- Roles of people in knowledge management, Managerial Issues in Knowledge Management | **Presentation-Case Study-Assignment** |
| 22,23,24 & 25 | **Unit 6: Corporate Performance Management and Business Intelligence**  
- A framework of Business Intelligence: Concepts and Benefits,  
- Business Analytics: Online analytical processing reporting and querying, Data Text Web mining and Predictive Analytics,  
- Data Visualization, Geographical Information Systems and virtual reality,  
- Real time business intelligence and competitive Intelligence,  
- Business Performance Management Scorecards and Dashboards | **Theory Lecture – Handout – Discussion – Presentation-Case Study-Assignment** |
| 26 ,27,28 & 29 | **Revision/Test** |

**Class specification**  
1. Each and every class to be conducted in Computer Lab  
2. Focus will be on Practical Application of Computers  
3. In each class last 15 minutes will be devoted to practical assignment  
4. All the assignments required to be submitted in printed hardcopies
Suggested Readings:

1. Turban, McLean, Wetherbe 2003, Information technology for Management, John Wiley & Sons
6. V. K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education